

# ANNUAL REPORT 2017



# A letter from the Manager

Another year has passed us by at Fitchburg Access Community Television-FACTv, but not without some exciting adventures throughout the year. We continued to provide the residents of Fitchburg full coverage of government meetings, city-wide event coverage, and continued to provide daily news updates through Talking Fitchburg. Our staff is second to none and once again proved day in and day out, they are ready for any challenge and met those challenges throughout the year. They deserve to be recognized for all of their hard work throughout the year and have help us continue to provide the best services to our residents.

Our first quarter includes preparation for the upcoming year. We close up all projects from the previous year, work on archiving past productions, and fill our calendar up with new productions for the upcoming year. We also spend time also updating our equipment, reviewing graphics, shows, carousel, TV schedules, and more during this period of time. We also focus in on our market plans for the year as well. This would include Social Media, FACTv Department advertising, and other marketing plans. During the winter months, we do start off with less productions but by April, we start to ramp up for the year.

Second quarter at FACTv is one of our busier times for the year. As it warms up in Fitchburg, our staff starts to cover many different events throughout the city. Those events were turned into shows, segments for Talking Fitchburg, and shared through our Social Media and online outlets. Our coverage of what happened in our city during the whole year is very extensive, and as I look back there is so much happening here in the City of Fitchburg! We also start our summer classes with the Fitchburg Public Library and through the Recreations Department. Finally, I hired a new Assistant Manager for our department.

Moving onto the third quarter, our staff are still hard at work covering both events and meetings. Not only are they working on those projects, we also help other departments throughout the city with their projects as well. We helped the Fitchburg Senior Center with their AV system in the dining room area. We created a quote, removed the old equipment, and installed the new AV equipment including a large 75 inch TV for residents to watch when visiting the senior center. This along with other projects throughout the year are part of our many services we offer to our city departments.

Settling into the fourth quarter, our schedule was full through the end of the year. My assistant manager was now catching on and helping us complete projects and prepare for our next phase in our large funding project. We finally completed the final stage in our funding plan. This helps us be ready to kick off selling advertising to our local businesses in 2018. It was a busy year for us but our staff met those challenges and help us have another successful year!

**Jeremy Crosby,**

**Manager, Fitchburg Access Community Television**

# Community Outreach

FACTv continues to reach new residents every year! We continued some of our yearly outreach with our summer classes both offered through the Recreations Department and the Fitchburg Public Library. We are still trying to find new ways to reach our residents but as you can see below and throughout the report, we are using as many different avenues available to us to reach out to the community.

**Recreation Department Summer Classes:** Classes will be only on Wednesday's from 1pm to 3pm. All classes met from 1pm to 3pm in the FACTv Main Office for Grades 4th through 8th. Each class was offered at \$15 per student.

1. 6/7- Intro to Filming
2. 6/14- Intro to Editing
3. 6/21- Stop Motion Animation
4. 6/28- Foley Artist- Creating Sound Effects
5. 7/12- Creating a Commercial
6. 7/19- Cinematography Class
7. 7/26- Studio Production
8. 8/2- Green Screen Production



## **Fitchburg Public Library Summer Classes:**

These classes were offered free to both the library and the kids participating in the classes.

1. June 12- Stop Motion Animation
2. June 19- Video Production 101
3. June 26- Foley Sound Effects
4. July 10- Behind the News Scene
5. July 17- Cinematography
6. July 24- Making a Commercial
7. July 31- Video Editing Basics

**Fitchburg Senior Center Classes:** These classes were offered free to both the Senior Center and the seniors participating in the classes.

1. March 29- iPhone Class
2. June 22- iPad Class
3. December 14- iPad Class

# Community Outreach

## Talking Fitchburg:

- Talking Fitchburg: Approx. 246 Shows
- 30 Minute Daily News Show- Monday Through Friday LIVE at 12pm
- 5805- Monday: 528 Runs
- 5806- Tuesday: 543 Runs
- 5807- Wednesday: 543 Runs
- 5808- Thursday: 706 Runs
- 5809- Friday: 728 Runs

**What's happening at the Fitchburg Senior Center:** This show updates resident on a weekly basis about what's happening at the Fitchburg Senior Center. Hosts Amy and Mandi take their show on the road as well and share fun locations throughout the city as part of their show. This short show is played during our commercial breaks throughout the day on our Community Channel F2.

- 8602- 2:30 Show, 2564 Runs



## Fitchburg Check-in:

The Fitchburg Check-in is a one minute promo video showing events and news that is happening in the city. Similar to the Media Channel, the events shown are put into this promo video for residents to see what's happening in the community.

- #1: 4038- 3170 Runs
- #2: 4039- 3140 Runs

**Carousel- Community Bulletin Board:** Carousel is another great resource for the residents of Fitchburg. This information is located on our Media Channel F1. There you can find up to date information from the City of Fitchburg Departments, Government, and more! We continue to update information to keep it relevant and timely for residents to stay informed on what is happening in the city. You can learn more about our community bulletin board in our Program section of this report.

**Your Guide To FACTv** 9:28 AM

**Senior Center Hours**  
Monday- Friday  
8:00am to 4:00pm

**Media**  
www.fitchburgwi.gov  
Charter Spectrum: Ch. 987  
AT&T U-Verse: Ch. 99  
TDS TV: Ch. 6

**YARD WASTE BAGS, INVASIVE PLANTS (must be bagged) & EMPTY OIL CONTAINERS ONLY**

CONTENTS OF THIS COMPARTMENT GO TO A LANDFILL

**Pellitteri**  
HOURS: 8:00am to 4:00pm

**Talking Fitchburg** **Live at Noon**  
Monday - Friday

**Check in with Fitchburg**

**Memory Café**  
Memory Cafes are a place where individuals with memory loss and their care partners can get together in a safe, supportive and engaging environment. This program will be facilitated by staff from the Alzheimer's Association.  
Kick-off will be March 15 at 10:30 a.m.  
Any questions, call David at 270-4292.

**Contact Us**  
(608) 270-4225  
factv@fitchburgwi.gov

**f** **YouTube**

**Talking Fitchburg** **Mon. - Fri. @9:00 AM**

**Verona Road Business Coalition:** We continued our close partnership with the Verona Road Business Coalition in 2017. Not only did we work on project with the VRBC, we also promoted upcoming events, news updates, and recapped all of their events throughout the year through our media outlets. Below is a short list of our projects worked on in 2017:

- March WISDOT Verona Road Construction Open House
- June WISDOT Verona Road Construction Open House
- VRBC Year in Review Video
- VRBC Wisconsin Brewing Company Fundraiser Event
- VRBC Road is Open Ribbon Cutting
- VRBC Oktoberfest
- September WISDOT Verona Road Construction Open House
- Signage Is Critical During and After Road Construction Seminar!
- Small Business Saturday Promo Video
- VRBC Jingle & Mingle
- December WISDOT Verona Road Construction Open House

**Verona Area School District:** Our partnership with the Verona Area School District continued in 2017. We continue to work with the local schools in the area and the administration on many different projects throughout the year.

- Learn about VASD Referendum
- VASD Referendum Video for April 4th.
- VASD Dean Welcome Video Internal Use (Paid Production)
- VASD Classmunity Administrative Training (Paid Production)
- August VASD Presentation Internal Use (Paid Production)
- VASD Holiday Greetings Video (Paid Production)
- VASD High School Meeting
- A-Plus Session- Presentation to the VASD High School Art Dept. Students about Multi-Media

# Community Outreach

**Fitchburg Chamber Visitor & Business Bureau:** The Fitchburg Chamber has been a long time partner with FACTv. We continue to work with the chamber on many different projects, helping promote events, and recap their events and beyond to share with the residents of Fitchburg. The chamber is a great avenue for FACTv to work with our local businesses.

- February Business Before 9
- Spring Business Expo Promo Video
- March Business Before 9- Candidate Forum
- April Business Before 9
- Spring Business Expo
- June Business Before 9
- June Concerts at McKee
- July Concerts at McKee
- August Business Before 9
- August Concerts at McKee
- Women Entrepreneur Video
- November Business Before 9
- December Business Before 9

**Social Media & Website:** In 2017, our social media services grew more than any year before. Social Media is one of our top priorities for FACTv. Through Social Media and our website, we can reach new audiences in the community and drive them to our great services.

**Facebook:** When it comes to social media, Facebook is our main avenue for reaching new audiences. We use Facebook for many different reasons including:

- Posting videos from our FACTv Productions
- Video Posted 1-1-17 through 12-31-17= Approx. 689
- Sharing City Department News
- Sharing Local News, Weather, Safety, and more!

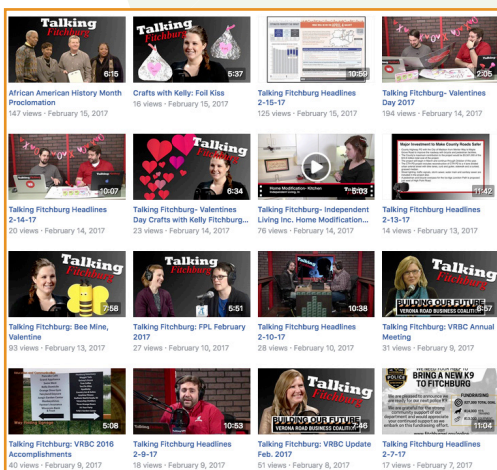
## **YouTube:**

- Watch Time: 19,411 Minutes
- Average View Duration: 2:15 Minutes
- Views: 8,601
- Video Posted 1-1-17 through 12-31-17= Approx. 550



## Website Live Streaming & Video on Demand:

- Data from: July 20, 2018 – December 31, 2018
- Users: 2,378
- Sessions: 3,939
- Pageviews: 6,166
- Pages/ Session: 1.57
- Avg. Time on Page: 3:16
- Avg. Session Duration: 1:53 Minutes
- New Users: 80.3%- 2,378 Users
- Returning Users: 19.7%- 582 Users
- **Top Pages Visited**
  - Gov Channel F3 (WATCH): 1,534 Pageviews/ 24.88%
  - GOV Channel F3 (Main Page): 775 Pageviews/ 12.57%
  - COM Channel F2 (WATCH): 307 Pageviews/ 4.98%
  - COM Channel F2 (Main Page): 293 Pageviews/ 3.57%
- **Top Channels of Traffic**
  - Direct: 1,393- 56.28%
  - Social: 734- 29.66%
  - Referral: 334- 13.49%
  - Organic Search: 12- 0.48%
  - Other: 2- 0.08%



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### Fitchburg Access Community Television- FACTv

**Streaming Live or Video on Demand!**

**Media Channel F1: [Watch Now](#)**

Your community guide to what's happening in Fitchburg and on FACTv.

**Community Channel F2: [Watch Now](#)**

Featuring locally created programming and our daily news show Talking Fitchburg.

**Government Channel F3: [Watch Now](#)**

Find all of the City of Fitchburg's public meetings and more!

# Programming

FACTv continues to strive when it comes to our programming. As you will see below, we continue to be a resource to the community for open government, timely shows, and local news coverage for the City of Fitchburg.

**Our Media Outlets:** There are so many different ways to watch FACTv today! TDS TV, Charter, AT&T U-Verse, FACTv Live Streaming, and FACTv Video on Demand (VOD). This allows residents to have a broader choice in how they watch FACTv programming.

## **Charter:**

- Media Channel F1- Ch. 987
- Community Channel F2- Ch. 985
- Government Channel F3- Ch. 986

## **AT&T U-Verse:**

- Media Channel F1- Ch. 99
- Community Channel F2- Ch. 99
- Government Channel F3- Ch. 99

## **FACTv Live Streaming:**

- Media Channel F1
- Community Channel F2
- Government Channel F3

## **FACTv Video on Demand (VOD):**

- Media Channel F1
- Community Channel F2
- Government Channel F3

## **Media Channel F1:**

The Media Channel F1 is our community bulletin board. We post upcoming city events, government events, local news, department news & events, safety information and of course a TV guide to what is playing on our other two channels.

## **Community Channel F2 :**

The Community Channel F2 is all of our non-government programming. Some of the many shows we offer include: Talking Fitchburg, Learning Annex, Business Before 9, Game of the Week, Storytime, Community Events, local church services just to name a few of the many shows we have on the COM Channel.



## Cablecast System Information:

Total Shows	Average Show Length	Total Runs
814	00:18:56	71779

## New Shows Added by Month:

Jan.- 8, Feb.- 5, Mar.- 10, Apr.- 8, May- 10, Jun.- 12, Jul.- 13, Aug.- 10, Sept.- 13, Oct.- 20, Nov.- 9, Dec.- 11= 120 New Shows 2017.

## Promos & Commercials

A large portion of FACTv's time is spent creating Promotional videos for city and community sponsored events.

FACTv continues to create promos and commercials for our Community Channel.

-Episodics- Total Runs 1355 (Sept- Dec.) 53 X 3= 159- Promos Created 8,212 Runs

-Generic Promos- 24 Promos Range from 1min to 3:30min- 23,838 Runs

**Government Channel F3:** The Government Channel is your access to all the City of Fitchburg meetings. We cover all the meetings and most of them live: Agriculture & Rural Affairs, Board of Public Works, Board of Review, Board of Canvas, Community & Economic Development Authority (CEDA), Common Council, Commission on Aging, Committee of the Whole (COW), EMS Commission, Finance Committee, Landmarks Preservation Commission, Library Board, Park Commission, Personnel Committee, Plan Commission, Public Safety & Human Services (PSHS), Resource Conservation Commission (RCC), Transportation & Transit Commission (TTC), Zoning Board of Appeal, and other meetings requested by staff.

## Cablecast System Information:

Total Shows	Average Show Length	Total Runs
262	01:14:58	5918



**Media**

[www.fitchburgwi.gov](http://www.fitchburgwi.gov)  
Charter Spectrum: Ch. 987  
AT&T U-Verse: Ch. 99  
TDS TV: Ch. 6



**COM**

[www.fitchburgwi.gov](http://www.fitchburgwi.gov)  
Charter Spectrum: Ch. 985  
AT&T U-Verse: Ch. 99  
TDS TV: Ch. 7



**GOV**

[www.fitchburgwi.gov](http://www.fitchburgwi.gov)  
Charter Spectrum: Ch. 986  
AT&T U-Verse: Ch. 99  
TDS TV: Ch. 8

# Programming

**Talking Fitchburg:** In 2017, Talking Fitchburg passed the 300th show since late 2015. We continued to provide the residents a daily newscast focused on providing relevant news, special guests, topics effecting residents, and more!

## **Segment 1. TF Headlines:**

- City of Fitchburg Government News
- City Department News
- City Wide Events Preview & Recaps
- Local Business News
- Local School District News- Verona, Madison, Oregon
- Dane County Government News
- State of Wisconsin News

## **Segment 2. Fitchburg Digest:**

- Health
- Safety
- Weather
- Food & Drink Topics
- Entertainment
- Upcoming Events
- Breakdown of Local News

## **Segment 3. Guest Segment:**

- Fitchburg Senior Center- Monthly Guest
- Fitchburg Recreations Department- Monthly Guest
- Fitchburg Public Library- Monthly Guest
- Fitchburg Public Works Department- Erika Kluetmeier - Monthly Guest
- Fitchburg Fire Department- Monthly Guest
- Fitchburg Police Department- Monthly Guest
- Fitch-Rona EMS- Monthly Guest
- Independent Living- Monthly Guest
- Agrace Hospice Care- Monthly Guest
- Fitchburg Chamber & Visitor Business Bureau- Monthly Guest
- Fitchburg Historical Society- Monthly Guest
- The Rolling Pin Bake Shop- Monthly Guest

## Segment 4. PB&J:

### Talking Fitchburg Highlights 2017:

- 2 Hour Solar Eclipse Coverage- Live from outside of City Hall
- Full Show from the New Fire Station #2
- Full Show from the Business Luncheon
- One on One Interview with the outgoing Police Chief Tom Blatter
- Cooking with Fire- partnership with Fitchburg Fire and UW Health
- Independent Living- many helpful segments about keeping your independence
- The Rolling Pin Bake Shop- fun cooking segments at the local business
- WI Department of Agriculture, Trade, Consumer Protection- awareness and consumer protection segments throughout the year
- Local sports coverage of Verona and Madison West Varsity Football Teams
- Agrace Hospice Care- helpful segments grief, support available, local services open to the public and more
- 6 Hour 2017 Recap Show



# FACTv Ready to Serve

Our department always has to be ready to serve. We are faced with many different requests by city departments, outside organizations, and our local school districts just to name a few. We try to be ready for anything that is thrown our way.

**Supporting City Departments:** One of our many roles here at FACTv includes helping all departments with their multimedia needs. We are able to help with any video projects, photography, website design, graphic design, and AV support as needed. Below are some of the many projects we worked on this past year.

- Fitchburg Senior Center Dining Room AV System Design & Install
- Taping Internal Staff Training Meetings- Human Resources Department
- Taping Training Videos for Clerks Department
- Fitchburg Fire Department Photo Portraits
- Taping Fitchburg Fire Department Internal Training Sessions
- Taping Fitchburg Police Department Internal Training Sessions
- Recreations Department Daddy Daughter Dance Photos
- Taping Fitchburg Public library Internal Training Sessions
- Filming videos for Building Inspection
- Fitch-Rona EMS Training Video

## Production Services:

- 221 Productions on the Production Board

**Community Camera Checkout:** We continued to offer our checkout gear to the residents of Fitchburg. This is a great resource for the community and we would love to have more residents take advantage of our checkout gear services.

- Number of Checkouts: 41 in 2017

## Fitchburg Library Great Halloween Hunt:

- 110 Photos Taken

## Children's Holiday Party:

- 120 Signups to see Santa



Our staff is what makes FACTv! We are very fortunate to have a staff that has stuck together for so many years. Their hard work and commitment to serving the community has help our department grow and have another successful year.

### **Jeremy Crosby- Community Media Services Manager**

- Date of Hire: 2/2010
- Full Time Position

### **Scott Yarbrough- Community Media Services Assistant Manager**

- Date of Hire: 6/2017
- Full Time Position

### **Andrew Bamlett- Production Assistant**

- Date of Hire: 7/2013
- Full Time Position

### **Preston Schmit- Cable Op 3 Assistant**

- Date of Hire: 2/2011
- June 9th ,2014 went from a Cable Op 2 to a Cable Op 3 Assistant
- Part Time Position

### **Chad Cole- Cable Op 2**

- Date of Hire 8/2011
- Part Time Position

### **Former Employees of 2017**

- Cable Op 2: Mitchell Kuehn





## 2018 and Beyond

**Department Mission:** Fitchburg Community Access Television (FACTv) is a Public, Education, and Government (PEG) access television center offering community members the tools and training to produce their own programs for airing on local cable access television in the city of Fitchburg. The FACTv mission is to stimulate community dialog, enhance understanding of government, and the diverse people of our communities, and to encourage civic participation.

### Authorized Positions (FTE):

	2014	2015	2016	2017	2018
Community Media Services Manager	1.0	1.0	1.0	1.0	1.0
Community Media Services Assistant Manager	-	-	-	1.0	1.0
Production Assistant	1.0	1.0	1.0	1.0	1.0
Cable Operations Assistant III	.5	-	.9	.8	.8
Cable Operations Assistant II	1.4	1.3	.4	-	-
Cable Operations Assistant I	.3	-	-	-	-

### Major Responsibilities & Services Provided:

- Broadcast to 3 channels: F1 Media, F2 Community, F3 Government
- Signal Distribution: Charter (Spectrum), AT&T U-Verse, TDS TV, live streaming, video on demand - VOD, Facebook, YouTube
- Talking Fitchburg: Monday through Friday daily news show for the City of Fitchburg
- Create shows and content, provide multi-media classes, provide community checkout video production gear, assist City staff with multi-media services

### Department Statistics:

	2014 Actual	2015 Actual	2016 Actual	2017 Projected	2018 Projected
Total Productions - Non Gov. Meetings	271	224	204	230	230
Total Productions - Government Meetings	240	256	280	290	290
FACTv Produced Production Airing on F2 COM Ch.	93%	89%	50%	75%	80%
Facebook Views	n/a	18.1 K	64.9 K	75 K	100 K
Facebook Likes	n/a	40	113	360	400
YouTube Views	7	1,554	4,835	6,000	7,500
YouTube Watched Time (Minutes)	1	3,594	12,800	15,000	18,500



### Significant Accomplishments in 2017:

- Hiring of new Assistant Manager position authorized in 2017 budget
- Continued success of Talking Fitchburg, which celebrated 300+ shows
- Completed the final stages of promo and commercial implementation process

### New Initiatives for 2018:

- Explore new membership structure
- Provide new production services
- Provide local commercial advertising opportunities
- Expand multicultural programming



